The Dartnell Corporation
[Advertising Firm]

1931

NEW YORK-274 MADISON AVENUE

LONDON-33 CHANCERY LANE, WC 2

# THE DARTNELL CORPORATION

RAVENSWOOD AND LELAND AVENUES

CHICAGO, U.S.A.

SUBSIDIARY COMPANIES
DARTNELL PUBLICATIONS, INC.
THE DARTNELL PRESS
J. C. ASPLEY, INC.

April 22, 1931

American Numismatic Society,
Broadway at 156th St.,
New York, N. Y.

Gentlemen:

The yellow slip attached is taken from an obsolete directory on mailing lists, and we will appreciate your furnishing an up-to-date listing to conform to the style of proof marked "A". The proof shows a page from the 1930 Dartnell Direct Advertising Guide.

Your cooperation in this matter will entitle your publication to a FREE listing in our new 400-page MAILING LIST HAND BOOK, to be brought out early in June. It is to have a circulation of about 3,000 copies among national advertisers and advertising agencies through our magazine, "Printed Salesmanship."

There is absolutely no charge or obligation on your part in furnishing us with your listing, and such publicity should prove valuable to you. If possible we should like to have a copy of your latest edition which we will return to you after preparing the listing, if you wish.

Very truly yours,
P. R. Means
THE DARTNELL CORPORATION

P.R.Means-R

COINS

AMERICAN NUMISMATIC SOCIETY

List of members published annually in the Journal of the Society.

Annual subscription, $5.00. Broadway at 156th St., New York, N. Y.

**PROOF A—page from 1930 Dartnell Direct Advertising Guide**

**7. Lockwood's Directory of Paper and Allied Trades.** Lockwood Trade Journal Co., Inc., 10 East 39th Street, New York, N. Y. Price, including delivery charges, $7.50, or $7.00 cash with order.

Manufacturers of glazed, coated paper and board, in the United States and Canada. Listed alphabetically. ..... 60

Manufacturers of Envelopes in the United States and Canada. Listed geographically. ..... 250

Mill Officials (Pres., Vice-Pres., Treas., Mgr. and Superintendent) of Paper and Pulp Mills in the United States and Canada. Listed alphabetically. ..... 1,500

General Paper Merchants in the United States. Listed geographically. ..... 2,500

Same, in Canada. ..... 175

Manufacturers of Paper Bags in United States and Canada. Listed geographically. ..... 300

Manufacturers of Paper Boxes, in United States and Canada. Listed geographically. ..... 2,000

Paper, Wood Pulp and Chemical Fibre Mills of the United States. With complete description, including officials, kind of product, equipment, power, production in pounds per 24 hours, shipping point, railroad siding, post office address, nearest bank, money order and telegraph office and population. Listed geographically. 1,000

Same, in Canada. ..... 150

Same, in South America and Mexico. ..... 30

Manufacturers of Paper Specialties, in United States. ..... 2,750

Dealers in Rags and Paper Stock, etc., in U. S. and Canada. ..... 900

Retail and Wholesale Stationers in U. S. and the Philippines. ..... 15,000

Tag Manufacturers in U. S. and Canada. ..... 40

Wall Paper Printers in United States and Canada. ..... 65

Twine Manufacturers in U. S. and Canada. ..... 150

Parchment, Waxed Paper, Toilet Paper and Prepared Roofing Manufacturers. ..... 150

**8. Chilton Automotive Multi-Guide.** Chilton Class Journal Co., 56th and Chestnut Streets, Philadelphia, Pa. Selected distribution.

Automotive Manufacturers including all who sell any automotive product to the trade, such as parts, accessories, tools, garage machinery, automobiles, bodies, trucks and buses. Listed alphabetically, also by product. ..... 8,500

Trade Names. Listed alphabetically. ..... 6,000

Automotive Trade Associations, with officers. ..... 400

Advertising Agencies specializing in automotive accounts.

Also tabulations of information of interchangeability of over 100 vehicle parts for all car models of past five years; and replacement parts sizes on most important items for all car models of past seven years.

**9. Chilton Aero Directory and Catalog.** The Chilton Class Journal Co., Chestnut and 58th Streets, Philadelphia, Pa. Price, $1.00.

Aircraft Manufacturers, and Aircraft Trade names, listed together, alphabetically ..... 300

Aeronautical Concerns with key to guide giving corporate structure. Listed alphabetically. ..... 200

Leading Aeronautical Concerns, giving corporate structure, including officials, and subsidiaries. Listed alphabetically. ..... 22

Manufacturers of Aircraft parts, accessories, instruments and airport and factory equipment. Listed under products. (Duplications counted.) ..... 75,000

Also much information pertaining to the aeronautical industries.

April 27,1931

The Dartnell Corporation
Ravenswood and Leland Avenues
Chicago, Ill.

Gentlemen:

Your letter of the 22nd is at hand and I cannot see any advantage in our being enrolled in the directory printed by your firm. We no longer publish our list of members annually, nor can I see where information regarding our Museum would be of value to advertisers.

Very truly yours,

Secretary.